

**Chapter 19.625*****Private Party Signs on City-Owned Property and the Public Right-of-Way*****19.625.010 Scope**

This Division of the Chapter states the City's policies for the placement of signs by private parties, or other governmental units, on land or other property owned or controlled by the City.

**19.625.020 Intent as to Public Forum**

As it relates to the placing of signage on Public Property, the City declares its intent that all Public Property in the City shall not function as a designated public forum, unless some specific portion of Public Property is designated herein as a public forum of one particular type; in such case, the declaration as to public forum type shall apply strictly and only to the specified area and the specified time period, if any.

**19.625.030 Private Party Signs Generally Banned**

Except as expressly allowed by a provision of this Chapter, or another provision of law, private parties may not display or post signs on public property or in the public right of way.

**19.625.040 Signs Which Are Exempt From the General Ban**

The following signs are exempted from the general ban: Traffic control and traffic directional signs erected by a governmental unit; official notices required by law; signs placed by the City.

**19.625.050 Temporary Political, Religious, Labor Protest and Other Noncommercial Signs in Traditional Public Forum Areas**

In areas qualifying as traditional public forums, such as streets, parks and sidewalks, persons may display noncommercial message signs thereon, provided that their sign displayed on Public Property conforms to all of the following:

- A. The signs must be personally held by a person, or personally attended by one or more persons. "Personally attended" means that a person is physically present within 15 feet of the sign at all times.
- B. The maximum aggregate size of all signs held by a single person is 12 square feet.
- C. The maximum size of any one sign which is personally attended by 2 or more persons is 50 square feet.
- D. The displayed signs may not be inflatable or air-activated.

- E. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this Section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles and persons displaying signs on public sidewalks must give clearance for pedestrians to pass by.

#### **19.625.060 Projection of Temporary Signs Over Public Rights-of-way**

No temporary sign or banner shall extend over or into a street, alley, sidewalk or other public place except those signs placed by the City for the purpose of advertising civic events.

#### **19.625.070 Pedestrian Mall Sidewalk Signs**

This Section applies only in the pedestrian mall as defined in Article 10 (Definitions).

- A. One pedestrian mall sidewalk sign is allowed per ground floor lease space for food service businesses and museums subject to issuance of a sign permit and approval of the Zoning Administrator, including conformance with the following location and design criteria:
1. Persons may display a noncommercial message on an A frame or similar portable sign, on the public sidewalk within the pedestrian mall, subject to:
    - a. A person must be physically present within 15 feet of the sign at all times that it is on display;
    - b. A pedestrian mall sidewalk sign may not exceed 12 square-feet in overall area, nor a maximum height or width of 4 feet; and
    - c. A pedestrian mall sidewalk sign must be weighted so as not to be easily knocked down or blown over. Maintenance of the sign and any damage or injury caused by the sign is the responsibility of the business owner.
- B. Location Criteria:
1. A pedestrian mall sidewalk sign shall only be permitted as provided herein, within the limits of the downtown pedestrian mall as defined in Article 10 (Definitions).
  2. A pedestrian mall sidewalk sign shall be located in front of the business and extend no more than 10 feet into the public right-of-way, and not closer than 35 feet from the curb face of any cross-street open to vehicular traffic.
  3. A pedestrian mall sidewalk sign shall not be located in a landscape planter, permanent seating area, or any location which may create an impediment to pedestrian, disabled, or emergency access.

C. Design Criteria:

1. A pedestrian mall sidewalk sign may not exceed 12 square-feet in overall area, nor a maximum height or width of four feet. No more than 50% of the overall sign area may be used for changeable copy.
2. A pedestrian mall sidewalk sign must be constructed of quality materials, such as smooth particle board or medium density plywood, which are sturdy and designed for paint.
3. All visible surfaces of the sign shall be finished in a uniform or complimentary manner.
4. Lettering and graphics shall be of a professional quality. Borders, artistic enhancements, and graphics reflecting the nature of the related business are encouraged.
5. Balloons, banners, flags, lights, pinwheels, umbrellas, or other similar items, shall not be attached to, or made a part of, a pedestrian mall sidewalk sign.
6. The Zoning Administrator may refer the design of a pedestrian mall sidewalk sign to either the Cultural Heritage Board or the City Planning Commission for resolution of design related issues.
7. A pedestrian mall sidewalk sign must be weighted so as not to be easily knocked down or blown over. Maintenance of the sign and any damage or injury caused by the sign is the responsibility of the business owner.
8. A pedestrian mall sidewalk sign must be removed and placed indoors each day at the close of business.
9. A pedestrian mall sidewalk sign may not be displayed until the required sign permit, including proof of insurance, has been obtained. A pedestrian mall sidewalk sign permit is required to be renewed annually at the beginning of each calendar year.
10. Every permittee, at his/her sole cost and expense, and during the term of his/her permit or any renewal thereof, shall obtain and maintain liability insurance to the approval of the City's Risk Manager. Prior to the issuance of any permit, the applicant shall file and maintain with the Zoning Administrator a valid current policy or sufficient certificate evidencing the policy of liability insurance, covering use of the pedestrian mall sidewalk sign. The policy shall contain an endorsement naming the City as additional insured, shall provide that the City Risk Manager will be given thirty days written notice prior to cancellation or material change, and shall be in such minimum limits as set by resolution of the City Council.
11. Variances from the size, height, or maximum changeable copy requirements, may be granted in accordance with Chapter 19.720 (Variance).

12. Any decision of the Zoning Administrator, Cultural Heritage Board, or Planning Commission may be appealed to the City Council within 10 days of receipt of notice by permittee.

#### **19.625.080 Riverside Plaza Sign (Limited Forum)**

- A. Location and Purpose. Subject to the requirements of applicable State law, this Section authorizes a single, permanent, electronic message center sign on land owned by Riverside Public Utilities, namely APN 223150001. When constructed, such sign shall be a strictly limited forum which may be used only for commercial speech to provide freeway visibility and identification for Riverside Plaza and the establishments located therein.
- B. Physical Characteristics. Such sign shall be oriented so as to be visible primarily from State Route 91. Each display face shall not exceed 750 square feet. The maximum number of display faces shall be 2. The height shall not exceed 50 feet above the elevation of the freeway travel lane nearest to the sign location. However, the actual approved size and/or height of an electronic message center sign may be less than the maximum dimensions.
- C. Permanent Identification. For purposes of this section only, “onsite commercial” means messages related to the establishments located within the Riverside Plaza. To the extent the sign is used to display commercial messages, such messages may be only onsite commercial messages, images or logos, with a maximum of 4 lines of commercial copy per display face. No offsite commercial messages shall be displayed on the sign. The sign owner may determine any noncommercial messages to be displayed thereon.
- D. Property License or Lease. The sign shall be permitted only through an approved license agreement or lease between the Riverside Public Utilities and the sign owner.

#### **19.625.090 Encroachment**

Any sign projecting into the public right-of-way, or into public property, is subject to an encroachment permit.

#### **19.625.100 Enforcement**

Any sign posted on public property or the public right-of-way, in violation of the provisions of this Chapter, is declared to be a trespass and a public nuisance, may be summarily removed by the City without notice, and the persons or parties responsible for such unauthorized posting may be charged with the City’s actual costs of removal. In addition, any violation of this Chapter may be enforced or punished in any manner prescribed by law, including any method provided for enforcement of the Zoning Code and a criminal proceeding under the Penal Code.